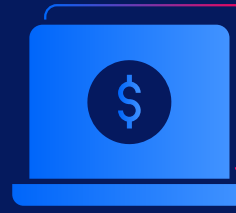


Organic vs Paid Content Syndication



Organic content syndication involves manually reaching out to other websites or blogs and asking them to republish your content. This method of free content syndication requires more time and effort but is often more cost-effective and allows for more control over where your content is published.

Paid content syndication involves using a service to distribute your content to various websites. It guarantees a broader reach of your great content, and with the right content syndication partner, you will also have one hand on the steering wheel while your content materials reach the right client base.

How each one works for your business



Content

- You pick the content you want to syndicate based on your target audiences and/or ICP.

- Paid vendors can provide content recommendations based on your target audiences and/or ICP.



Distribution Channel

- You choose the syndication channels and publishers that best align with your target customers.

- Paid vendors choose the most optimal distribution channels for your content based on your ideal buyer personas and additional data-driven insights.



Promotion

- You craft all supplementary assets to support your content syndication campaign (i.e., landing pages, emails, etc.)
- You manage all generated leads.

- Paid vendors produce all supplementary assets to support your content syndication campaign.
- Paid vendors promote your content and collect all generated leads for you.

In the B2B space where the timing of connecting with the right buyers at the right time can be more than a little challenging, the key is selecting the right content syndication partner. Whether you choose to pursue organic or paid content syndication, it's crucial to create high-quality content and choose the right syndication partners. With the right approach, content syndication can help you reach new audiences, establish your brand as a thought leader, and ultimately, grow your business.

